

03292.101780.

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of: |) | |
| | : | Examiner: Raquel Alvarez |
| JASON EWELL, ET AL |) | |
| | : | Art Unit: 3622 |
| Application No.: 10/634,518 |) | |
| | : | |
| Filed: August 4, 2003 |) | |
| | : | |
| For: SYSTEM AND METHOD FOR |) | |
| FACILITATING DISTRIBUTION | : | |
| OF INCENTIVES FROM A |) | |
| MERCHANT TO A PARENT | : | |
| |) | January 9, 2007 |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56 and in accordance with the practice under 37 C.F.R. §§ 1.97 and 1.98, the Examiner's attention is directed to the documents listed on the enclosed Form PTO-1449. Copies of the listed documents are enclosed.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.A./

CONCLUSION

It is respectfully requested that the above information be considered by the Examiner and that a copy of the enclosed Form PTO-1449 be returned indicating that such information has been considered.

Applicants' undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address given below.

Respectfully submitted,

/Jonathan Berschadsky/
Jonathan Berschadsky
Attorney for Applicants
Registration No.: 46,551

FITZPATRICK, CELLA, HARPER & SCINTO
30 Rockefeller Plaza
New York, New York 10112-3800
Facsimile: (212) 218-2200

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|---|--|---|------|---|-------|--------------------------------------|---------------------------------------|
| FORM PTO 1449 (modified) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF REFERENCES CITED BY APPLICANT(S) (Use several sheets if necessary) | | | | ATTY DOCKET NO. 03292.101780. | | APPLICATION NO. 10/634,518 | |
| | | | | APPLICANT JASON EWELL, ET AL | | | |
| | | | | FILING DATE AUGUST 4, 2003 | | GROUP 3622 | |
| U.S. PATENT DOCUMENTS | | | | | | | |
| *EXAMINER INITIAL | | DOCUMENT NUMBER | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
| | | | | | | | |
| FOREIGN PATENT DOCUMENTS | | | | | | | |
| | | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION YES/NO/ OR ABSTRACT |
| | | | | | | | |
| OTHER DOCUMENT(S) (Including Author, Title, Date, Pertinent Pages, Etc.) | | | | | | | |
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| | | Joan Goldwasser, "Best of the Cash-back Cards", Kiplinger's Personal Finance Magazine (Apr. 1999). | | | | | |
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| | | "New Evidence about Positive Three-Tier Co-pay Performance Presented at Express Scripts 2000 Outcomes Conference", PR Newswire Association, Inc. (June 28, 2000). | | | | | |
| | | Eric Schmuckler, "Playing Your Cards Right", Forbes (Dec. 28, 1987). | | | | | |
| | | Mary Kuntz, "Credit Cards as Good as Gold", Forbes (Nov. 4, 1985). | | | | | |
| | | Judy Nyman, "Free Income Tax Clinics are Opening as April 30 Deadline Draws Nearer", The Toronto Star (Mar. 25, 1986, Final Edition). | | | | | |
| | | Michael Obel, "Oil Companies Push Marketing, Cost Cutting to Fortify Earnings", Oil & Gas Journal (Sept. 16, 1985). | | | | | |
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| | | "Credit Cards Offer Travelers New Benefit", PR Newswire (Aug. 5, 1987). | | | | | |
| | | "Shell Introduces Optional Credit Card", The Associated Press (Sept. 3, 1985). | | | | | |
| | | "Shell-Oil; Introduces Shell Signature Travel and Entertainment Credit Card", Business Wire (Sep. 3, 1985). | | | | | |
| | | "Prestige Credit Cards: Those Pricey Plastics", Changing Times (Apr. 1986). | | | | | |
| | | "Shell Introducing Expanded 'Signature' Credit Card", Tulsa Business Chronicle (Sept. 9, 1985). | | | | | |
| EXAMINER | | /Raquel Alvarez/ | | DATE CONSIDERED | | 04/08/2008 | |

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Sheet 1 of 1

Form #62

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.A./